



Cardiff
Students'
Union

Undeb
Myfyrwyr
Caerdydd

Freshers Media Pack

2023



Introduction

Freshers' Week

Cardiff Students' Union is located at the heart of the city and can offer your company/brand access to over 33,000 students through a range of marketing channels. We were recently voted 2nd in the UK by students in the WhatUni student choice awards 2022!

Effective advertising can make a lasting impression and develop long-term brand awareness. We have a comprehensive knowledge of our student audience, and our advertising opportunities ensure our clients receive maximum exposure.

The Centre for Student Life is a service-led project delivered in partnership with Cardiff Students' Union and is a part of the biggest campus upgrade in a generation. The new building has enhanced links with the Students' Union and has helped to increase footfall levels.

Your Sales Team
Cardiff Students' Union

Cardiff Students' Union | Park Place | Cardiff | CF10 3QN
w: cardiffstudents.com t: 029 2078 1403 e: susales@cardiff.ac.uk @cardiffstudents

**Fancy being the
headline sponsor
for Freshers'
2023?**

See Page 8



Fairs

Our Freshers' Fair is a fantastic opportunity to interact and engage face-to-face with students when they first arrive at university. We also have many returning students who love to get involved, providing you with the chance to reintroduce your brand. You can meet our students face to face with giveaways, vouchers, leaflets, or data capture.

We are dedicating a whole floor of Cardiff Students' Union to our commercial partners, the perfect event for you to showcase your brand.

Freebies & Sports Fair Day 1

25th September 2023

Freebies & Sports Fair Day 2

26th September 2023

Freebies & Societies and Volunteering Fair Day 1

27th September 2023

Freebies & Societies and Volunteering Fair Day 2

28th September 2023

Footfall last year was over 18,000

Heath Park Freshers' Fair

Freshers' Fair dedicated to our Medics, Nursing and Physio students.

Get in touch to find out more.

**Standard Stall (3m x 2m)
£800.00 + VAT**

**Premium Stall (5m x 5m)
£1200.00 + VAT**

Charity Stall £250 + VAT

Outdoor Space

Space available during the Freshers' period for vehicles, displays and interactive activations in high footfall areas.

Find out more on page 3

Book more than one day and receive a **10% multi booking discount.**

3

Freshers Media Pack 2023

Outdoor Spaces

Area 1



From £1700 + VAT

Area 2



From £800 + VAT

Cardiff Students' Union | Park Place | Cardiff | CF10 3QN
w: cardiffstudents.com t: 029 2078 1403 e: susales@cardiff.ac.uk @cardiffstudents

Printed Opportunities

Freshers' Hall Pack

Add your printed insert to the Freshers' packs or send us a gift or sample to make your brand stand out. Bespoke options are also available upon request. Price on enquiry

Freshers' Gair Rhydd

Gair Rhydd is an award-winning weekly student newspaper. This free paper includes sections on the latest news.

Full Page £800 +VAT

Give it A Go Booklet

Give it A Go (GIAG) is an incredibly successful headline initiative. Its aim is to showcase opportunities available to students from our 250 clubs and societies and an array of University and Students' Union departments.



Where will your advert be seen?

- › Halls of Residence
- › International and Erasmus students
- › Cathays door to door distribution
- › In-person distribution

Full Page

£450.00 + VAT

Inside Front Cover

£750.00 +VAT

Contact SUSales@cardiff.ac.uk for a targeted advert location with the GIAG booklet.

Online Opportunities

Between August and September, our website is flooded with new students keen for information on our Freshers' week and their new University.

Our website generates an average of over **530,000** views per month

Web Banner

> **August: £1000.00 + VAT**

> **September: £1200.00 + VAT**

> **August & September: £2000.00 + VAT**



Pre-arrival Freshers' E-Newsletter

Say hello before term starts and reach up to 10,000 new students with an advert placed at the bottom of the E-Newsletter to students before arriving at the University.

£650.00 + VAT

Solus Email

In 2021 we introduced a commercial mailing list where students can opt in to hear about offers, promotions, and general information regarding activity in the Students' Union. Feature your organisation and brand to our targeted and ever-growing audience of over **8,000** subscribers.

Average open rate **42%**

£600.00 + VAT

Email building service

£50 + VAT

Onsite Opportunities

Digital Screens

Our high-tech digital screens are in high footfall areas around the Students' Union and offer a visually attractive opportunity to engage with your target audience.

Located in the Students' Union's reception, bars, food outlets, stairwells and social spaces, your advert will show for **10 seconds** across a selection of our **30+ screens** in both portrait and landscape.

Price quoted based on number of screens per week.



Media Stats

530,000

website views
per month

33,000

students that receive
our weekly 'What's On'
newsletter

8,000

students on our
SOLUS email
database

Instagram Story

With over 17,000 followers,
we are able to offer a swipe
up function allowing you to
link through to your website.

£250.00 + VAT

35k Facebook followers

22k Twitter followers

17k Instagram followers

3k TikTok followers

Freshers' Headline Sponsor

The Students' Union Freshers' Team is made up of approximately 200 student volunteers each acting as a Students' Union ambassador throughout the Freshers' period.

The team will be responsible for having conversations with new and current students, introducing them to the University experience.

In return you will receive:

- Variety of digital and print advertising.
- A standard size stand in Freshers' Fair.
- Logo feature on a micro-site hosted on cardiffstudents.com, with 10 pages of brand-able content
- Bright brandable t-shirt, lanyard and printed brandable FAQ quick guides.
- Get in touch for more opportunities to showcase your business.

**Headline
Sponsor**

**£2500.00
+ VAT**



cardiffstudents



The heart of Cardiff student life
Calon bywyd myfyrwyr Caerdydd